

## Board of Directors Monthly Meeting

4/15/2021 via Zoom

1. **Meeting called to order at 8:39**
2. **Board Members Present:**
  - Frank DiLeonardi, President
  - Kristin Beischel, Vice President
  - Jan Santarius, Treasurer
  - Abbie Schultz, Secretary
  - Chris McMurray
  - Linda Long Wholleber
  - Pat Pohl
  - Bob Fuller
3. **Others in Attendance:**
  - Executive Director: Amanda Cowart
  - Assistant Executive Director: Patty Gauthier
  - Town Chair: John Hanson
4. **Approval of Agenda:** A motion was made by Jan to approve the April 15th, 2021 agenda. Seconded by Chris. Agenda approved.
5. **Approval of Minutes:** Motion was made by Bob to accept the March minutes. Seconded by Pat. March minutes approved.
6. **Committee Reports:**
  - a. **Governance & Finance:** (Treasurer's Report)
    - i. Board received and reviewed finances through March 2021.
    - ii. A motion was made by Pat to approve the Treasurer's report and seconded by Kristin. Treasurer's Report approved.
    - iii. Calendar proceeds
      1. Has always been earmarked for a certain project. Where will it go next time? CMR? Dog Park?
      2. We are a non-profit and need to consider not carrying so much money.
  - b. **Membership:**
    - i. Scorecard – Reviewed
    - ii. Board used to approve new members – Amanda will call Stephanie or Rita for details regarding how that was handled.
    - iii. We need to clarify a criteria of approval before inviting business individually. We don't want to personally invite a business and them not have them become members.
    - iv. Amanda will coordinate with women's service league regarding baskets and a ribbon cutting for new businesses.
  - c. **Marketing:**
    - i. Riley is collaborating with Amanda and Patty
    - ii. Social Media is someplace we could use some funding
    - iii. Working on balancing out digital as well as physical marketing (Visitor's Guide)

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iv. Amanda looking into upgrading/refreshing the Visitor's Guide instead of copying and pasting from past years. Maybe even outsourcing the whole thing?

v. May Mailing

1. Currently have the option to use Hahn printing
2. 18 organizations currently included
3. Mail week of May 10<sup>th</sup>
4. Expensive, not necessarily efficient
5. Benefit – you reach all taxpayers
6. Future –
  - a. All printed at Hahn?

d. **Events:**

i. Chamber after 5

1. May 6<sup>th</sup> at Little Bo
  - a. Lots of eating and drinking
  - b. State of WI recommending social distancing
  - c. Are we liable if Covid-19 spread occurs?
2. Suggestion of sign stating something along the lines of "We support WI guidelines of events during Covid, please stay safe"
3. John will send town attorney email to get his ideas regarding Chamber after 5 and Covid.

ii. Parade Theme

1. Amanda will compile list and Board will vote at next meeting
2. We will plan for the parade, but continue to watch case numbers and percent of vaccinated residents
3. Decision will be made in May whether or not to hold parade – but may revisit decision in June.

iii. Taste of Manitowish Waters – July 17<sup>th</sup>

1. Held at Lion's Pavilion – doors up and open
2. Held alongside Manitou Art League at the Town Hall
3. Can be hard for restaurants to man their booths – busy time of the year.
4. Kristin or Pat to reach out to Women's Service League to volunteer.
  - a. Is there a liability to have volunteers handling food? Burns, etc?
  - b. Other possible volunteer groups – MW Alliance, Lion's, Camp Jorn, Skiing Skeeters

iv. Boat Show

1. 6 registered
2. Porta potties, music, and beverages all handled
3. Amanda is working with Little Bo and Al
4. There will be no steamboat this year – pontoon instead

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### **7. Director's Report:**

- a. New Assistant Executive Director
  - i. Patty Gauthier
  - ii. Moved here in December from Alaska
  - iii. Super excited to be here
- b. Discussion was had regarding next board meeting in person.

### **8. Town Chair's Report:**

- a. Annual Town Meeting Tues 4/20 at 7pm
- b. Broadband
  - i. CenturyLink is best bet to move forward
  - ii. Lots of fiber already buried and very compact town

### **9. Next meeting**

- a. 5/20/21 at 8:30 am at Town Hall
- b. Abbie made a motion to adjourn the meeting. Kristin seconded.

**Moved to Closed Session at 9:57**

**Motion to adjourn by Bob. Seconded by Jan. Meeting adjourned 10:09.**

## **Virtual Motions and Approvals**

New members unanimously approved through virtual voting:

1. Kristin Beischel – upgrade from friend to business
2. Mimi Fagen - Apex Real Estate
3. Stephanie and Rick McClellan
4. Lake Life Camp
5. Northwoods Review